



## KEYS TO EFFECTIVE HEALTH PROMOTION



### Key #1: Collaboration

#### Why should you collaborate?

Active, ongoing partnerships and cooperative efforts multiply resources in order to better serve Soldiers and their families.

#### How can you build collaboration into health promotion?

##### Get Ready...

- ⇒ Brainstorm a list of every potential partner you can think of. Be creative!
- ⇒ Be a politician: introduce yourself to everyone BEFORE you need their help.
- ⇒ Develop a plan to get Command support from as high up the chain as possible. Make sure to include specific ways that your program will impact force readiness.
- ⇒ Determine how YOU can help your partners (not just what they can do for you).

##### Be Steady...

- ⇒ Solicit input from **everyone** that your program will affect. Make a special effort to talk to the people closest to program implementation (those with "boots on the ground").
- ⇒ Your most frequently asked questions should be: "What would *you* suggest?" and "How do *you* think this would work best?"
- ⇒ Find someone who has done the same type of program before and ask their advice. (Hint: the HPPI Program has a list of many health promotion POCs.)
- ⇒ Plan NOW to show program effectiveness. Identify who may ALREADY BE COLLECTING information that will show the program is working.

##### Get Set...

- ⇒ Step back and look at your program from a potential partner's point of view.
- ⇒ Brainstorm questions your collaborators might have, and have the answers ready.
- ⇒ Be ready to frame your "selling points" in terms that are important to each specific partner.
- ⇒ Put the program benefits in language your collaborators will understand.
- ⇒ Emphasize to potential partners how this program will provide benefit to them.

##### And Go...

- ⇒ Build as many partnerships as you can BEFORE you implement a program.
- ⇒ Make your partnerships a two-way street: *always* let your collaborators know what you can do for them – then follow-up and do what you say you would do.
- ⇒ Maintain Command support by providing a regular flow of information. Invite Command participation in the program and special events whenever possible. (Hint: they make great judges if you have a contest.)
- ⇒ Provide regular feedback to your collaborators.
- ⇒ Don't hog the spotlight: let your collaborators share in the visibility of the program.